

ABSTRACT

A flavor deterioration inhibitor which comprises an extract obtained by extracting *Angelica keiskei*, avocado, Cassia
5 tora, *Plantago asiatica* L, hawthorn, fermented tea leaves or semi-fermented tea leaves with water, an organic polar solvent or a mixture thereof; and a deterioration smell inhibitor for citral or a citral-containing product. By adding the above flavor
deterioration inhibitor to foods, drinks or oral care products,
10 it is possible to inhibit the deterioration of a flavor which is easily affected by light, heat, oxygen and so on. In particular, a remarkable inhibitory effect can be achieved on deterioration due to light. By blending the above deterioration smell inhibitor with citral or a citral-containing product, the generation of
15 the deterioration smell (caused by p-cresol and p-methylacetophenone) due to the passage of time or heating can be effectively inhibited.